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Alexander Bain, pointing out in each case the differences between these men in essentials of methods, beliefs, and, more important, the total contribution to the "greatest happiness philosophy."

Intended primarily for the busy reader, the book does not attempt a critical analysis of the ideas of the school, but, on the other hand, briefly states the salient features deemed of value to this class of readers. The book is well written and the style recommends itself by its directness and simplicity.

Advertising and Its Mental Laws. By HENRY FOSTER ADAMS. New York: Macmillan, 1916. Crown 8vo, pp. xi+333. \$1.50.

So important has advertising become as a factor in modern life, so intimately does it enter into the economic actions of each of us, that any study, such as the one now under discussion, leading to a more efficient use of advertising should be of more than passing interest. Especially is that true of this book, as it puts forth a truly scientific method, analyzing the problem to determine the many factors, and studying each factor apart from the others.

At the root of the method lie certain principles of psychology; these are taken up at length and their relation to advertising is explained. The analysis of factors is then made, and the effect of the different elements is reduced to a mathematical basis. This preparation opens the way for that part of the study which is applicable to practical advertising problems. Data obtained by laboratory experiments is compared with the results of advertising campaigns that have actually been carried out in the business world, and the very close correspondence of the results obtained by the two methods is brought out. It is this section of the work, taken with that part which suggests weaknesses of a certain advertising and means of curing them, that gives it its chief practical interest. The combination of theory, method, and practical suggestion should make the work useful for the student of advertising.

State Socialism after the War. By THOMAS J. HUGHES. Philadelphia: George W. Jacobs & Co., 1916. 12mo, pp. 531. \$1.50.

If from the title of this book the reader is led to expect a critical analysis of present social tendencies based on scientific data, he is doomed to disappointment. The state socialism which the writer describes is "Equaland," a modern utopia, created by Great Britain "in a rich and undeveloped part of Africa" in the attempt to solve the problem of unemployment following the war. The workings of the economic system, based on "distribution according to needs, an equal wage, and property tenure according to ability," are explained in laborious details, but the results are visionary and impracticable.